KDNL
1215 Cole St
St Louis, MO 63106

LUC Media-Marietta
25 Whitlock Place SW
Marietta, GA 30064-3142

Contract # 1367814

Schedule Dates	09/24/12-09/28/12
Advertiser	Chris Koster for Attorney General (73944)
Agency	LUC Media-Marietta (1788)
Product	POLITICAL CANDIDATE (ns) (1186)
Brand	CHRIS KOSTER FOR ATTRNY GNRL (471627)
Salesperson	Millennium/DC, Washington DC (1108)
Sales Office	Millennium Washington DC
Buyer Name	BRIMER,CHRIS
Phone/Fax	/
CPE	N/A
Account Types	National/Political Candidate Agency BRD
Billing Type	Standard
Comments	CHRIS KOSTER/ATTY GE CHRIS KOSTER FOR ATTORNEY GENERAL REP-FRAN BROWN

Date Entered	09/05/12
Last Modified	09/05/12
Entered By	Rita Schmidgall
CO-OP	No
Headline #	ECR09811515
Demo	A35+
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$183.75
Net Total	$1,041.25
Sales Tax	

St Louis (KDNL)

By Broadcast Month	Spots	Rate
Sep. 2012	15	$1,225.00
Grand Total:	15	$1,225.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/24/12-09/28/12	3	:30	7A- ABC-Good Morning America		2	2	2	2	2			10	$35.00	$350.00	St Louis (KDNL)	GMA	9/5/12
2.0	Normal Line / SPOT (2)	09/24/12-09/28/12	2	:30	10:01P- News-ABC 30 News at 10pm		1	1	1	1	1			5	$175.00	$875.00	St Louis (KDNL)	NEWS	9/5/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

B/E Bookend , P/B Piggy Back

Printed At: 11:56 AM on Monday, September 10 2012

Rep Order# 9811515 **Ver#** 1 **Status** New **Traffic Order#** 1367814 **Printed:** 09/05/2012 10:22 AM
EC'd Yes **Last Received:** 09/05/2012 10:11 AM
Showing Buylines: All Lines

Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL
Product CHRIS KOSTER/ATTY GE
Estimate#
Buyer CHRIS BRIMER
Phone#
Fax#

Agency () LUC MEDIA
25 WHITLOCK PLACE SW, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 09/24/2012 - 09/30/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BROWN

Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

New ENTERED

--- CONTRACT COMMENT ---

CHRIS KOSTER FOR ATTORNEY GENERAL **********NONDISCRIMINATION********** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	09/24-09/28	7A-9A	GMA	:30	$35.00	M-F	10	1	10	$350.00
2	09/24-09/28	7A-~~9A~~ 10P	NEWS	2-:30	$175.00	M-F	5	1	5	$875.00

---REPORT TOTALS---

Report Totals: 15 / ~~$1,225.00~~

---SALES MONTHLY TOTALS---

Sep 12: 15 / $1,225.00
Sales Totals: 15 / $1,225.00
Station Totals: 15 / $1,225.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$20,417	CABL	0%	KDNL	6%	KMOV	30%	KPLR	5%	KSDK	30%		
		KTVI	29%	UNKN	0%	WRBU	0%						

---COMPETITIVE COMMENTS---

BOUGHT 10P NEWS. WILL SEE IF THEY CAN ADD THE 5P NEWS ALSO

Books MAY12
Demos RA35+

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